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Mums for 1963

WAYNE FLORAL CO. Inc.

Geneva, N. Y.

Phone 315-789-7040



National Agricultural Library
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★ JAN 31 1963 ★

U. S. Department of Agriculture

PLAN EARLY FOR 1963 TO HELP YOU SAVE AND HELP US PLAN

To our most valued customer and friend,

Thank you for your past support and for the many letters in which you have expressed complete satisfaction in our service and product.

It is our most sincere desire to turn out as fine a Chrysanthemum cutting as is obtainable. Our complete, (MOTHER BLOCK STOCK) is from cultured cuttings. Through the most careful cultural practice and continual reselection, we believe in our 1963 SEASON we will be able to offer a cutting equal to any offered on a commercial basis.

We have added many new varieties which we feel will add much to your year around flowering program. Many of the outstanding BGA varieties will also be available from our own stock this year. If by chance you do not see the variety or varieties that you are interested in please advise at once.

We realize that the small to medium size grower is at a distinct disadvantage as to price. Our price structure is set up to favor this group. We do not have any commission paid salesmen, so this saving is passed on to you.

We are a family owned Corporation as of 1962. Before we were a partnership company since our founding in 1929. We have strong family ties in our business and have many outstanding employees, that have been with us for a period exceeding 20-30 years.

We have expressed our confidence in the future by adding 45,000 sq. ft. of new growing area. This is in addition to the 75,000 sq. ft. that we have had in production.

We hope you will honor us with a cutting order this year and in the future to come.

Yours truly,
THE MOHR FAMILY

Check Page 4, For Sliding Price Scale

Order With Confidence

Please Avail Your Self To Our Mum Programing

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Instructions for Ordering

Place your order at the earliest possible time, prior to shipping. Advance ordering will not only entitle you to a better discount but will enable us to reserve the varieties you requested without substitution.

SUBSTITUTION

To speed up delivery we will substitute a variety as good or better if on shipping date certain varieties happen not to be available. No substitutions will be made if this is specifically mentioned when ordering.

TERMS AND CONDITIONS OF SALE

Cash with order unless credit has been established. Discounts will only be allowed if paid within 30 days of INVOICE DATE. A carrying charge will be made on unpaid accounts 90 days after invoice.

SHIPPING INFORMATION

Special shipping instructions and address if different from your regular mail address should be shown on your order. All cuttings can be shipped either by Railway Express, Air Freight, Air Express, Greyhound Express, Parcel Post Special Handling Insured, please indicate preference on order blank. Please notify us immediately if there is any damage en route from being broken, heated, frozen or too long in transit and file claim with respective carrier.

We, Wayne Floral Co. Inc., give no warranty, express or implied, as to the productiveness of any cuttings or plants we send out and we will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the cuttings or plants.

CHANGES OR CANCELLATIONS

We cannot accept changes or cancellations on Mum cutting orders later than 30 days before specified shipping date.

PRICES EFFECTIVE JANUARY 1, 1963

Although costs continue to rise our prices will remain the same. If you use all discounts available a considerable saving can be effected. The Early Order Prompt Payment Discount will only be allowed if payment is made within thirty days of invoice date. Early Order Prompt Payment is first deducted from list price. Quantity Discount is then deducted from the remaining amount.

\$50.00 per 1000 in multiples of 50 of a variety, total order at least 1000 cuttings. The price is the same for all varieties listed in our catalogue, with the exception of B.G.A. varieties. \$6.00 per 100 in multiples of 50 of a variety for orders totalling less than 1000 cuttings. \$7.00 per 100 in multiples of 25 of a variety for order totalling less than 1000 cuttings, minimum order 100 cuttings. Prices F.O.B. Geneva, N. Y.

We'll allow 3% discount on all orders received 4 weeks prior to shipping date. 5% discount on all orders received 8 weeks prior shipping date. A 6% discount on all orders received 10 weeks, 7% discount on orders received 12 weeks, 8% discount on orders received 14 weeks prior shipping date. 2% cash discount on all orders received 1-3 weeks before shipping.

5% discount on all orders totalling at least 10,000 cuttings during the year, 10% discount on all orders totalling at least 25,000, 15% discount on all orders totalling at least 50,000 cuttings during the year, 20% discount on all orders totalling at least 100,000 cuttings during the year.

BREEDER GROWER AGREEMENT VARIETIES

Will carry a royalty of 1.4¢ per cutting. This is to enable the originator to be compensated for his effort. A sliding scale on price and discount will be on page 4. BGA Royalties are not subject to discount. BGA Royalties take effect Apr. 1, '63.

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SLIDING PRICE SCALE

NOTICE one price on all varieties. \$50.00 per thousand minus discounts
Exception BGA varieties, 1.4¢ per cutting or \$14.00 per thousand royalty.

EARLY ORDER PROMPT PAYMENT DISCOUNT—Volume Discount

		10,000 5%	25,000 10%	50,000 15%	100,000 20%
1- 3 weeks 2%	\$49.00	\$46.55	\$44.10	\$41.65	\$39.20
4- 7 weeks 3%	48.50	46.08	43.65	41.23	38.80
8- 9 weeks 5%	47.50	45.13	42.75	40.38	38.00
10-11 weeks 6%	47.00	44.65	42.30	39.95	37.60
12-13 weeks 7%	46.50	44.18	41.85	39.53	37.20
14 weeks 8%	46.00	43.70	41.40	39.10	36.80

In order to be entitled to the above discounts, payment must be made within a maximum time limit of 30 days from date of invoice. Then 60 days will be allowed without a carrying charge. After a period of 90 days a carrying charge of 6% will be charged to your account. Cash with order unless credit has been established. We believe this is as liberal an allowance as is business wise to make.

Helpful Suggestions to Insure You A Successful Mum Program

First of all if we can be of any personal assistance call either Frank Alvaro Wayne Floral Geneva ph. 315-789-7040 or Heinz C. Mohr Wayne Floral Newark 315-De 1-1384 or 315-De 1-0913 Newark, New York. These calls should be made during the business hours from 7 a.m. to 4:30 p.m.

All our stock is from cultured cuttings and a very careful observation is made prior to taking cuttings. We also have a flowering program going on in our two ranges in Newark, New York to observe first hand, how all the varieties we list respond. We welcome you to visit these trials. A telephone call or a letter prior to your visit would be advisable to insure you a trial was in effect at the time of your visit.

MUMS FOR SPRING BEDDING SALE

Pot 1 cutting to a 3 inch clay or peat pot in early April, soft pinch in 2 to 3 weeks. These will develop into a nice saleable plant by the end of May. (no light or shade) Grow at 45° night tempt. and cool days will help prevent premature bud set. They then will flower in the normal Fall season.

HARDY GARDEN MUMS FOR SPRING SALE IN FLOWER

Pot one cutting to a 3 inch clay or peat pot March 1, soft pinch in 2 weeks and grow at 60° night tempt. (no shade no light) Will flower by early May. Your customer will enjoy the bonus of Spring flower, plus the fact that they can be set out and cut back for Fall flowering. (do not cut back much later than June 15 to insure proper breaks)

HARDY GARDEN MUMS FOR FALL SALE

Plant cuttings out doors as soon as frost danger is past. Pinch and feed regularly until August
1. No later pinching especially on early varieties. Feeding may continue up until bud set.

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General Recommendations on Growing Cut Mums

SOIL

Fresh soil sterilized, with the proper humus and good drainage has no equal. Due to the high cost of removing, very good results may be obtained from your old soil. Once a year you must add 1 inch of peat or other humus, four to five pounds of 20% superphosphate and three to five pounds of gypsum are added to 100 sq. ft. of soil. This mixture is steamed to 180° for 30 minutes and then the tarp is removed immediately. Plant as soon as soil tempt. permits, followed by a heavy watering.

If the above recommendations are followed no after steaming difficulties should be encountered. If trouble develops, cultivate deeply without disturbing roots and carry bed on the dry side to aerate the soil. Chemical sterilizing may be done effectively outside. MC-2 or related material preferred.

FERTILIZERS

Mums tend to feed heavy, specially when in the active growing stage, beware not to over feed. Test your soil before setting up a feed program.

The following nutrient levels should be maintained for proper growth. Nitrates 25-60 PPM, Phosphorous 4-6 PPM, Potash 25-50 PPM, Calcium 150-250 PPM, pH 5.0 to 7.0, Soluble Salts less than 150 PPM.

We feel liquid application of fertilizing is preferred. If Super phosphate is added prior to sterilizing it will not be necessary to apply with regular feeding program.

Never plant cuttings in a bone dry soil and be sure your nitrogen and potash level are at the low recommended PPM when planting.

POINTERS

Plant shallow for fast start.

Mist or spray 3 to 4 times a day for the first few days, especially when hot. Never let cuttings wilt.

If storage of cuttings is necessary store at 32°-36°. After removal allow cuttings to warm up gradually for a few hours, before planting in hot greenhouse.

Do not let cutting roots be exposed too long when planting.

Please pinch soft, no more than 1/2-inch should be removed.

Disspray is fine if you believe your market will pay for the additional work involved. Quality will be improved on the decorative varieties if all but the best 4 to 5 buds toward the top are removed.

During the winter some varieties tend to club up. Removal of center bud as soon as possible helps.

Use as much labor saving devices as possible but beware of buying untried material unless on a very limited scale.

Few good materials to use: 1. Automatic watering 2. Automatic vents 3. Automatic tempt. control 4. Liquid fertilizer applicator or agitating piston pump 5. Wire fabric for support.

Do not apply shade to glass. We only recommend partial shade during the hot season when cuttings are planted. (Muslin or cheese cloth can be used) Mist would be preferred or regular spraying.

Cover mums while maturing with cheese cloth to prevent petal rot, burn and to retain good color.

On standard mums except on rare occasion always take and flower first bud that appears, either crown or terminal.

Temperature on year around mums. General rule nights 60° cloudy days 60° sunny days 65° after color shows 55°. Try and hold within 2° of above temperature.

A recording thermometer would be helpful.

Pad and fan cooling is recommended where summer tempt. remain high. (watch for botrytis)

Lights 60 watts every 4 foot 60 inches above bench on 4 foot bench will be sufficient. Figure on about 1 1/2 watts per sq. ft. of ground cover. It takes 7 foot candle to prevent bud set.

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Hours of light per night to prevent bud set lat. 35° to 45° July 15 to Aug. 1 one hour, Aug. 1 to 31 two hrs., Sept. 1 to Oct. 31 3 hrs., Nov. 1 to 30 4 hrs., Dec. 1 to Jan. 31 5 hrs., Feb. 1 to 28 4 hrs., March 1 to April 30 3 hrs., May 1 to 31 2 hrs.

General purpose spray, 1 pound Diazion, 1½ pounds Kelthane, 1 pound 50% DDT, 1 pound fermate or Z-78 and 2 to 6 oz. spreader-sticker per 100 gallons.

If you are already using a successful spray alternate. Dibrom will give good results when put on hot water or steam pipes. (follow directions)

Systox effective when applied to the soil. Please follow 1961 Cornell Recommendations. This booklet has many wonderful suggestions. If you don't have one get one.

Greenhouse weed control, under benches and aisles, use Stoddard solvent. (1 gal. for 500 sq. ft.) Vents should be opened and temp. relatively low. Weeds can harbor pests and diseases. *Do not apply* to crop or on bench or bed.

FEW POINTERS ON POT MUM CULTURE

A. Space required

1. 6" pot 14x14
2. 5" pot 11x11
3. 4" pot 8x8
4. 3" pot 5x5

B. Recommended Temperature

1. Night 65°
2. Cloudy days 65°
3. Clear days 70°
4. After color shows 55°

C. Additional Pointers

1. Grade cuttings
2. Arrange cuttings in a circle around outer edge of pot at a 45° angle
3. Ample nitrates, water, sunlight and space
4. Five cuttings recommended for 6" pot
5. Good top soil with 1/4 peat or perlite by vol. Add phosphate at time of soil mix. Sterilize and feed regularly with 25-0-25

PLANT AND SHADE ON PINCH DATES FOR SINGLE STEM

A. Consider these advantages

1. Stand up better with deluxe quality
2. No problem on breaks
3. Less labor and shorter growing period
4. Recommended var. for single stem culture*

B. Disadvantages

1. Seven cuttings required per 6" pot

POT PLANT VARIETIES FOR HARDY MUMS ON PAGE 23 TRY SOME FOR SURE

Easter Pot Feb. 14 Soft Pinch Mar. 1 Flower Apr. 12

Mothers Day Pot Mar. 14 Soft Pinch Mar. 28 Flower May 9

Memorial Day Pot Apr. 2 Soft Pinch Apr. 16 Flower May 28

NO LIGHT AND NO SHADE HARDY MUM SCHEDULE MINIMUM TEMPERATURE 60°

**PLEASE GIVE SOME THOUGHT TO YOUR FUTURE CUTTING REQUIREMENTS. . . .
ORDER EARLY TO HELP YOU SAVE AND HELP US PLAN.**

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T—Tall Treatment. Plant one week later than plant date.
M—Med. Treatment. Plant on regular plant date.
S—Short Treatment. Plant one week earlier than plant date.

POT PLANT SCHEDULE FOR VALENTINE

<i>Varieties</i>	<i>Plant</i>	<i>Lighting Period</i> (40–45° Lat.)	<i>Pinch</i>	<i>Shade</i>
M Bonnaffon Deluxe	Nov. 6	Nov. 6–Nov. 27	Nov. 27	No
SM Oregon S Yellow Delaware S Delaware S Inc. Delaware	Nov. 6	Nov. 6–Dec. 4	Nov. 27	No
T Valentine T Venoya	Nov. 13	Nov. 13–Nov. 27	Dec. 4	No
T Golden Gate T Queen's Lace T Golden P. Anne T Bronze P. Anne T Yellow P. Anne T Princess Anne T Commander BGA	Nov. 20	Nov. 20–Dec. 4	Dec. 11	No

POT PLANT SCHEDULE for EASTER 1963 (To Flower April 12)

<i>Varieties</i>	<i>Plant</i>	<i>Lighting Period</i> (40–45° Lat.)	<i>Pinch</i>	<i>Shade</i>
S Delaware S Mermaid SM Oregon S Yel. Delaware S Inc. Delaware S Americana	Jan. 4	Jan. 4–Jan. 31	Jan. 25	March 15
S Wilson's White	Jan. 11	Jan. 11–Feb. 7	Feb. 1	March 15
M Bon Deluxe	Jan. 11	Jan. 11–Jan. 24	Jan. 25	March 15
M Humdinger M Scepter BGA	Jan. 18	Jan. 18–Jan. 31	Feb. 1	March 15
T Valentine T Venoya	Jan. 18	Jan. 18–Jan. 24	Feb. 8	March 15
M Bravo BGA M Blue Ribbon M Quicksilver BGA M Snowclad BGA	Jan. 25	Jan. 25–Feb. 7	Feb. 8	March 15
T Golden Gate T Golden Pr. Anne T Ice Follies BGA T Indianapolis Varieties T Princess Anne T Commander BGA	Jan. 25	Jan. 25–Jan. 31	Feb. 15	March 15
T Br. Bridesmaid T Bridesmaid T Lace Varieties	Feb. 1	Feb. 1–Feb. 7	Feb. 22	March 15

POT PLANT SCHEDULE FOR MOTHER'S DAY MAY 12, 1963

<i>Varieties</i>	<i>Pot</i>	<i>Pinch</i>	<i>Lighting Period</i> (40-45° Lat.)	<i>Shade</i>
S Delaware S Mermaid MS Oregon S Yel. Delaware	Feb. 2	Feb. 24	Feb. 2-Mar. 2	Mar. 17
S Wilson's White	Feb. 10	Mar. 3	Feb. 10-Mar. 9	Mar. 17
M Bon. Deluxe	Feb. 10	Feb. 24	Feb. 10-23	Mar. 17
M Whiterion T Jackstraw BGA M Red Humdinger M Scepter BGA	Feb. 17	Mar. 3	Feb. 17-Mar. 1	Mar. 17
M Blue Ribbon M Quicksilver BGA M Snowclad BGA	Feb. 24	Mar. 10	Feb. 24-Mar. 9	Mar. 17
T Princess Anne T Golden Pr. Anne T Yel. Pr. Anne T Golden Anne T Ice Follies BGA T Ind. Varieties T Crystal Pot T Commander BGA	Feb. 24	Mar. 17	Feb. 24-Mar. 2	Mar. 17
T Br. Bridesmaid T Bridesmaid T Lace Varieties	Mar. 3	Mar. 24	Mar. 3-9	Mar. 17

POT PLANT SCHEDULE FOR MEMORIAL DAY MAY 30, 1963

<i>Varieties</i>	<i>Pot</i>	<i>Pinch</i>	<i>Lighting Period</i> (40-45° Lat.)	<i>Shade</i>
S Delaware S Mermaid MS Oregon S Yel. Delaware	Feb. 28	Mar. 14	Feb. 28-Mar. 20	Mar. 21
M Bon. Deluxe	Feb. 28	Mar. 14	Feb. 28-Mar. 13	Mar. 14
S Wilson's White	Mar. 7	Mar. 21	Mar. 7-27	Mar. 28
M Whiterion T Jackstraw BGA M Red Humdinger M Scepter BGA	Mar. 7	Mar. 21	Mar. 7-20	Mar. 21
M Bravo BGA M Blue Ribbon M Quicksilver BGA M Snowclad BGA	Mar. 14	Mar. 28	Mar. 14-27	Mar. 28
T Princess Anne T Golden Princess Anne T Yel. Princess Anne T Golden Gate T Ind. Varieties T Crystal BGA T Commander BGA	Mar. 14	Apr. 4	Mar. 14-20	Mar. 21
T Br. Bridesmaid T Bridesmaid T Lace Varieties	Mar. 21	Apr. 11	Mar. 21-27	Mar. 28

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POT PLANT SCHEDULE FOR THANKSGIVING NOVEMBER 28, 1963

<i>Varieties</i>	<i>Pot</i>	<i>Pinch</i>	<i>Lighting Period</i> (40-45° Lat.)	<i>Shade</i>
S Delaware S Mermaid SM Oregon S Yel. Delaware	Aug. 29	Sept. 12	Aug. 29-Sept. 18	No
M Bon. Deluxe	Sept. 5	Sept. 12	Sept. 5-11	Sept. 12
T Valentine	Sept. 5	Sept. 26	Sept. 5-11	Sept. 12
M Whiterion T Jackstraw BGA M Red Humdinger M Scepter BGA	Sept. 12	Sept. 19	Sept. 12-18	No
T Golden Gate T Golden Pr. Anne T Yel. Princess Anne T Ice Follies BGA T Princess Anne T Crystal BGA T Commander BGA	Sept. 12	Oct. 3	Sept. 12-18	No
M Bravo BGA M Blue Ribbon	Sept. 19	Sept. 26	Sept. 19-25	No
T Br. Bridesmaid T Bridesmaid T Lace Varieties	Sept. 19	Oct. 10	Sept. 19-25	No

POT PLANT SCHEDULE FOR CHRISTMAS

<i>Varieties</i>	<i>Plant</i>	<i>Lighting Period</i>	<i>Pinch</i>	<i>Shade</i>
M Bonnaffon Deluxe	Sept. 18	Sept. 18-Oct. 2	Oct. 2	No
SM Oregon S Yellow Delaware S Delaware S Inc. Delaware	Sept. 18	Sept. 18-Oct. 9	Oct. 2	No
T Valentine T Venoya	Sept. 25	Sept. 25-Oct. 2	Oct. 9	No
M Humdinger M Red Humdinger	Sept. 25	Sept. 25-Oct. 9	Oct. 9	No
T Queen's Lace T Golden Princess Anne T Bronze Princess Anne T Princess Anne T Yellow Princess Anne T Golden Gate	Oct. 2	Oct. 2-Oct. 9	Oct. 16	No
M Blue Ribbon Bravo BGA	Oct. 2	Oct. 2-Oct. 16	Oct. 16	No

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YEAR-ROUND CHRYSANTHEMUM FLOWERING SCHEDULE

BLOOM JAN. 2	LATITUDE 40°-50°	PLANT AUG. 15
BLOOM JAN. 9		PLANT AUG. 15
BLOOM JAN. 16		PLANT AUG. 22
BLOOM JAN. 23		PLANT AUG. 29
BLOOM JAN. 30		PLANT AUG. 29
BLOOM FEB. 6		PLANT SEPT. 5
BLOOM FEB. 13		PLANT SEPT. 12
BLOOM FEB. 20		PLANT SEPT. 19
BLOOM FEB. 27		PLANT SEPT. 26
BLOOM MAR. 6		PLANT OCT. 3
BLOOM MAR. 13		PLANT OCT. 10
BLOOM MAR. 20		PLANT OCT. 17
BLOOM MAR. 27		PLANT OCT. 31
BLOOM APR. 3		PLANT NOV. 7
BLOOM APR. 10		PLANT NOV. 14
BLOOM APR. 17		PLANT NOV. 21
BLOOM APR. 24		PLANT DEC. 5
BLOOM MAY 1		PLANT DEC. 12
BLOOM MAY 8		PLANT DEC. 26
BLOOM MAY 16		PLANT JAN. 4
BLOOM MAY 23		PLANT JAN. 18
BLOOM MAY 30		PLANT FEB. 1
BLOOM JUNE 6		PLANT FEB. 15
BLOOM JUNE 13		PLANT FEB. 22
BLOOM JUNE 20		PLANT FEB. 29
BLOOM JUNE 27		PLANT MAR. 7
BLOOM JULY 4		PLANT MAR. 14
BLOOM JULY 11		PLANT MAR. 21
BLOOM JULY 18		PLANT MAR. 28
BLOOM JULY 25		PLANT APR. 4
BLOOM AUG. 1		PLANT APR. 11
BLOOM AUG. 8		PLANT APR. 18
BLOOM AUG. 15		PLANT APR. 25
BLOOM AUG. 22		PLANT MAY 2
BLOOM AUG. 29		PLANT MAY 9
BLOOM SEPT. 5		PLANT MAY 16
BLOOM SEPT. 12		PLANT MAY 23
BLOOM SEPT. 19		PLANT MAY 30
BLOOM SEPT. 26		PLANT MAY 30
BLOOM OCT. 3		PLANT JUNE 6
BLOOM OCT. 10		PLANT JUNE 13
BLOOM OCT. 17		PLANT JUNE 13
BLOOM OCT. 24		PLANT JUNE 20
BLOOM OCT. 31		PLANT JUNE 27
BLOOM NOV. 7		PLANT JUNE 27
BLOOM NOV. 14		PLANT JULY 4
BLOOM NOV. 21		PLANT JULY 11
BLOOM NOV. 28		PLANT JULY 18
BLOOM DEC. 5		PLANT JULY 18
BLOOM DEC. 12		PLANT JULY 25
BLOOM DEC. 19		PLANT AUG. 1
BLOOM DEC. 26		PLANT AUG. 8

The Above Schedule is for Latitude 40°-50° for Other Latitudes do as Follows

FOR LATITUDE 35°-40° FROM JULY 25 TO DEC. 5 PLANT 7 DAYS LATER

FOR LATITUDE 30°-35° FROM JULY 25 TO DEC. 5 PLANT 14 DAYS LATER

FOR LATITUDE 25°-30° FROM JULY 25 TO DEC. 5 PLANT 28 DAYS LATER

FOR LATITUDE 35°-40° FROM DEC. 12 TO JAN. 4 PLANT 7 DAYS LATER

FOR LATITUDE 25°-40° FROM FEB. 1 TO FEB. 8 PLANT 7 DAYS LATER

FROM FEB. 15 TO MAY 30 25°-50° LATITUDE FOLLOW ABOVE FLOWERING SCHEDULE

Pinch, Light, and Shade Dates Available on Request at Time of Shipping

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LARGE FLOWERING VARIETIES

*BGA

H—indicates hardy varieties.

P—indicates varieties suitable for pot plants.

N—best varieties for fall or natural season flowering.

YELLOW STANDARDS

	<i>Normal Flowering Date</i>	<i>Normal Flowering Date</i>
7 WEEK VARIETIES—Pinch July 7		
H Ruby Breithaupt. Primrose yellow decorative. Med.	Oct. 1	
H Sunbeam. Large inc. golden yellow. Oct. 1		
8 WEEK VARIETIES—Pinch July 13		
PH Gold Lode. Medium-large lemon-yellow reflexed. Garden and greenhouse disbud.	Oct. 15	
HN Mrs. Kidder. Large golden-yellow incurved.	Oct. 20	
PN Blazing Gold. Intermediate semi-incurved. Golden yellow. Grown to flower mid-April to July 1, and again in Oct.	Oct. 23	
9 WEEK VARIETIES—Pinch July 20		
P Yel. Nob Hill. Large, tightly incurved yel. standard. Petal count exceptionally high. Grown April thru Nov.	Oct. 25	
N Luyona. Large yellow spider Mum with quality bloom and heavy stem. Excellent standard or fast disbud year round under glass. Petals stand out horizontally Tolerates 56°	Oct. 25	
N Good News. Medium-large golden yellow standard and disbud for mid-June till mid-Nov. Flowering Stands heat well. Hard flower and excellent shipper. Tolerates 56°	Nov. 1	
PN Gold Lace. Golden-yellow spider. Free breaking, spreading habit, but often requires staking. Cut flower and disbud March 15–Nov. 15. Tolerates 56°	Nov. 1	
Yel. Albatross. Large incurved, light lemon-yellow. A West Coast variety.	Nov. 1	
10 WEEK VARIETIES—Pinch July 28		
P Yellow Oregon Trail. Deep lemon-yellow sport from Oregon Trail. Useful in spring, summer and fall pot programs with either short or medium treatment.	Nov. 5	
PN Imp. Ind. Yellow. Light golden-yellow selection of Ind. Yellow. Dis-		
plays best form for Ind. Yellow under northern winter conditions. Fine standard and disbud Oct. through May.	Nov. 5	
Gt. Ind. Yel. #4. Yellow incurved standard. Size, form and vigor of #4 white.	Nov. 5	
Ind. Golden Yel. Large golden-yellow incurved standard. A distinct improvement over Dk. Ind. Yel. and Ind. Gold in both flower form and color.	Nov. 5	
P Yel. Delaware. Medium large, deep lemon-yellow incurved sport of Delaware. The #1 yellow pot Mum variety today. Use short treatment year round.	Nov. 8	
* Jonquil. A solid lemon-yellow incurved that keeps and ships well. Its tolerance of the extremes of summer temperatures has been outstanding. Recommended to flower May through Nov.	Nov. 9	
P Golden Yel. Princess Anne. Large golden yellow decorative. Excellent as a fast disbud March through Oct. .	Nov. 10	
Cream Mefo. A cream-colored sport from Mefo. Greenhouse cut flower Oct. through April.	Nov. 10	
Imp. Yellow Mefo. A lemon Yel-low much deeper than cream Mefo but lighter than Yel. Mefo. Imp. Yel. Mefo has all the original vigor and size of Mefo. Flower Oct. through May.	Nov. 10	
N Yel. Mefo. Deep lemon incurved. An excellent yellow standard for fall (Normal) flowering and in the year round program Nov. through April. Fine large flower and a fair shipper. If flowered during warmer months, it tends to show centers.	Nov. 10	
Golden Mefo. Large fine golden yel.	Nov. 10	
Yel. Princess Anne. Large sulphur-yellow dahlia form standard. Flowers fully double all seasons. Excellent keeping qualities.	Nov. 10	

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*Normal
Flowering Date*

Yel. Shoemith. Large yellow in curved standard. Rich yellow sport of Fred Shoemith, identical in most respects to parent. For recommended flowering periods, etc. on the shoemith. In general they flower more promptly and with better quality if finished cool 58–60° nights and days—better yet 55° the last several weeks. . . Nov. 12

#2 Yel. Shoemith. Displays at least 1 inch greater diameter than Yellow Shoemith. Flowers show no whiskers. Recommended in late Oct. through April. Nov. 12

Golden Shoemith. Large outstanding golden-yellow incurved standard. A deeper sport of Yel. Shoemith. Excellent for fall, winter, and spring on the year round program. . . Nov. 12

* **Rainier.** Large, solid incurved Intense golden yellow. Has assets of News substance and heat tolerance. It is demanding of high light conditions for best development of good size and form. Recommended to flower May to Nov. 15. Nov. 14

11 WEEK VARIETIES—Pinch August 3

P **Bonnaffon Deluxe.** Medium-large deep lemon incurved pot variety.

WHITE STANDARDS

8 WEEK VARIETIES—Pinch July 13

Wh. Pk. Chief. Selection from Pk. chief. Tolerates 56°. Will develop pink tinges with cool (60°) finishing temperatures. Responds and develops well under high temperatures. Standards and fast disbud programs early May through mid-Oct. Oct. 15

N **Silver Sheen.** Intermediate white incurved. September shadings and natural under glass. Tolerates 56°. . . Oct. 20

9 WEEK VARIETIES—Pinch July 20

P **Nob Hill.** Large, tightly-incurved white standard. Petal count exceptionally high. Flower form perfectly symmetrical, and as deep as it is wide, when fully expanded. Try this aristocrat of white mums for cut flowers and pots April thru Nov. Oct. 25

P **Patterson's White.** Large white, semi-incurved. Nov. 1

PN **Queen's Lace.** Large white spider. Tolerates 56°. Fine greenhouse cut flower. Mid-March through Thanksgiving. Nov. 1

*Normal
Flowering Date*

Medium treatment year round. Compact, spreading habit and a free breaker. Requires a 65° minimum temperature for growth, initiation and early stages of bud development. . . Nov. 20

N **Harvester.** Medium-large deep lemon-yellow incurved. Nov. 20

12 WEEK VARIETIES—Pinch August 10

N **Dark Yel. Chattanooga.** Deep lemon-yellow. Fine for Thanksgiving. . . Nov. 25

N **Golden Pearson.** Medium-large incurved. Nov. 25

Yel. Peter John. Large light lemon-yellow decorative. Requires 60° for bud initiation, 55° for development. Recommended to flower Oct. 1–Jan. 15. Nov. 25

N **Golden Mrs. Ross.** Large deep lemon incurved. Dec. 3

13 WEEK VARIETIES—Pinch August 17

N **Tobin's Yellow.** Medium-large deep lemon semi-incurved. Most widely used for late Dec. flowering normally. Dec. 10

N **Smith's Yellow.** Lemon yellow sport from Smith's white. More vigorous than Tobin's Yellow. Dec. 10

N **Imp. Albatross.** Large incurved. West coast variety used for spring and summer flowering. Reliable bud set 56°, good shipper. Eastern greenhouses mid-Sept. through Thanksgiving. Nov. 1

* **Themesong.** Medium semi-incurved ivory-white standard. Good News substance and durability, but smaller in size. Adapted for summer high light, high temperature periods and intolerant of less than 60° for initiation. Very resistant to petal burn. Recommended as a fast disbud and medium-sized standard from July through mid-Nov. Nov. 1

D **Donolope's wh. Spider.** Large ivory spider mum. Grows well with Luyona for April thru Nov. flowering. . . Nov. 1

10 WEEK VARIETIES—Pinch July 27

* **Columbia.** Large ivory-white incurved. Vigorous, strong and responsive with excellent foliage. Takes heat well with minimum of burn. Good shipper. Recommended for year round flowering. Nov. 5

PLAN EARLY FOR 1963 TO HELP YOU SAVE AND HELP US PLAN

*Normal
Flowering Date*

*Normal
Flowering Date*

N Gt. Betsy Ross. Pure white, large incurved standard. At its best under high temperature. Mid-June through Nov. 15. The No. 1 standard for summer crop. Excellent at normal season. Nov. 5

PN Imp. Ind. White. Selected for, and provides a very significant reduction of winter quilling in comparison with the original variety. Devoid of pink tinges at low finishing temperatures. Slight ivory overcast until full maturity. Best for cool units. Not as tolerant to warm 60° in winter as Ind. White or #3 Ind. White. Nov. 5

PN #3 Ind. White. Large incurved white sport from Ind. White. Like the Imp. Ind. White, it does not quill under winter low light and temperature conditions. Noticeably larger than the Improved, of whiter color, and superior in its form retention and depth of flower. For use at any period when the Indianapolis varieties are grown. Nov. 5

Gt. #4 Ind. White. Selected from and retains all the good form of #3 Ind. White. As large as Fred Shoemsmith and has that unmatched #3 Ind. White form. Nov. 5

Imp. Ind. Wh. #5. Largest and most vigorous of all the white Ind. varieties, including Gt. No. 4 white. Nov. 5

P* Commander. Large, clear white decorative. The best answer to date for a white Princess Anne. Flowers Oct. through May using tall treatment. Nov. 8

N Tokyo. Large white spider. Takes heat well with minimum of delay or burn. Gets thin in winter but is stiff and wiry with uniform response. Can be flowered year round. Nov. 10

Fred Shoemsmith. Large, incurved white. Markedly excels the size and form of Ind. White through fall, winter and spring. Not recommended for hot weather; even with cooling it burns. Subject to die-out of growth tips of young plants. Late 10 or early 11 week response. Tolerates 56° Cool finish in winter benefits stem strength. Nov. 10

P Oregon. Large white sime-incurved pot plant variety. Stronger habit and larger flowers than Wilson's White. Vigorous breaking action. Flowers develop most rapidly when finished at 60° or less. Using short treatment can be flowered year round. Nov. 10

P* Ice Follies. Large decorative, chalk white. While smaller than Oregon or Wilson's White, it sets a new standard for uniform response and good breaking action. Flower Oct. 1 to May 15, tall treatment. Nov. 10

11 WEEK VARIETIES—Pinch August 3

John Baumann. Large paper-white spider. Duplex form. Partially spooned petals. A novel and efficient retailer's item, best grown in a fast disbud program Oct.—Nov. and March to June 1. Nov. 20

N Marketeer. Medium-large chalk-white incurved. Cut flowers mid-Oct. to Jan. 1. Nov. 20

N Mefo. Large incurved creamy-white standard. At its best Nov. through March. Must be finished at about 60°. If flowered during warmer months, petal tend to droop and flower shows center. Long stem, reliable bud set. Nov. 20

12 WEEK VARIETIES—Pinch August 10

White Peter John. Large clear white decorative. Nov. 25

N Chattanooga. Large pure white incurved. Used mostly for normal (Thanksgiving) flowering. Best finished at cooler temperatures. Nov. 25

N December Glory. Medium-large incurved white. Important for normal flowering. Dec. 1

13 WEEK VARIETIES—Pinch August 17

N Smith's White. A medium large semi-incurved white. Heavily used for late normal blooming. Holds well for Christmas. Dec. 10

Snowline. Large showy white flower. Requires 60° to initiate buds. Dec. 20

PINK STANDARDS

7 WEEK VARIETIES*—Pinch July 7

H Stylish. Large cactus dec., old rose. Sept. 28

H Stern's Pink. Large dec. light pink. Oct. 1

8 WEEK VARIETIES—Pinch July 13

HN Pk. Chief. Medium-sized lavender-pink standard. Best in spring and natural season. Tolerates 56°. Oct. 15

H Major Bowes. Medium large lavender incurved. Short. Early greenhouse and outdoor disbud. Oct. 20

***P Bravo.** Pink decorative. Med. treatment pots. Oct. 23

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Normal
Flowering Date

Normal
Flowering Date

9 WEEK VARIETIES—Pinch July 20

P **Miss Olympia.** Large feathered bright medium pink decorative. Fades easily with higher temperatures. Sparse and uneven in winter. Should be flowered April-May and Oct.-Nov. using medium treatment. . Nov. 1

* **Miss America.** Intermediate semi-incurved standard pink. It attains maximum size and form perfection in fall single stem crops. Fine disbud May through Mid-Nov. Nov. 1

P **Blue Ribbon.** Small, bright lavender-pink, incurved standard. Superb fast disbud at 56° March 1-May 31. Nov. 1

N **Bunbu.** Large, fully double, spoon-tipped spider. Medium lavender-pink color. A dependable performer in either the standard or fast disbud program from April through November. Often requires some shade protection during the finishing period to prevent petal tip burn. Nov. 1

P **Bridesmaid.** Large spider. Light lavender pink. Good breaking action, spread and uniform response makes for a superior pink spider available to pinched pot programs. Tall treatment, year round. Nov. 1

10 WEEK VARIETIES—Pinch July 27

* **Vanguard.** Large incurved standard. Bright lavender-pink. Should not be crowded, and is best suited to high light periods. May, June and again in Oct. to Nov. 15. Nov. 5

PN **Ind. Pink.** A medium-large incurved standard. General good habits of the Indianapolis varieties make this a fine pink standard for cut and disbud. Like the bronze, it will fade during hot weather. Excellent at normal season. Nov. 5

P **Americana.** Large lavender-pink inc. standard with 10 wk. response. Trials are good for both single-stem and pinched pots using short treatment. Nov. 5

Orchid Queen. Large, light orchid-pink, semi-incurved standard for Sept. 15-June 15. Nov. 10

N **Dk. Orchid Queen.** Large, semi-incurved, deep lavender standard. Fine for Sept.-June under glass and for California cloth house. Will fade at high temperatures. Nov. 10

P **Princess Anne.** Medium salmon-pink incurved with exceptional flower quality. Becoming popular as a fast disbud flowered March till June 15 and again Sept. 15 till Nov. 1. Nov. 10

P **Pk. Fred Shoemith.** Large incurved light pink sport of Fred Shoemith. The best color obtained only with cool finish. Habit and response identical to the parent. Fred Shoemith and its sports are subject to tip die-out. Nov. 12

11 WEEK VARIETIES—Pinch August 3

* **Pink Champagne.** A pink standard for winter that is larger than Ind. Pink, more uniform than the Queens, and nearly equal to Shoemith in size, form and response. Recommended to flower Oct. 1 till June 1. Nov. 15

N **Kentucky Pink.** Taller, larger, later sport from Ind. Pink. Natural through Dec. Finish cool. Not for year round programs. Nov. 15

Thanksgiving Pink. Deep pink decorative standard. Nov. 23

12 WEEK VARIETIES—Pinch August 7

Dk. Pk. Peter John. Light Orchid-pink decorative. A medium-small standard but largest of the Peter John group. Requires 60° for bud initiation, 55° for development. Nov. 25

*N **Shoemith Salmon.** Bright ruby salmon pink selection from Shoemith Salmon Dec. 1

* **Shoemith Salmon-Salmon** decorative standard. Small. Dec. 1

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BRONZE AND RED STANDARDS

	<i>Normal Flowering Date</i>	<i>Normal Flowering Date</i>
7 WEEK VARIETIES—Pinch July 7		
H Ruth Scott. Semi-incurved golden bronze decorative. Tall.....	Sept. 28	
H Fred Stone. Large semi-incurved. Velvet red.....	Oct. 10	
H Amber Bright. Large golden-bronze disbud for April through mid-June and again in Oct. Tolerant of 56°.....	Oct. 15	
9 WEEK VARIETIES—Pinch July 20		
P Bronze Bridesmaid. The first bronze spider that adapts well to pots. The tubes are copper with open spoon tips nearly red. Recommended to flower Oct. through May using tall treatment.....	Nov. 1	
N Detroit News. A fine medium-large bright bronze incurved. Excellent under glass Sept. 15 through Nov. Ships exceptionally well. Medium tall.....	Nov. 1	
#2 Detroit News. This variety is several shades brighter, and darker red than the present strain; even the reverse color is far more intense and golden. Best when flowered mid-Sept. through Oct.....		
	Nov. 1	
10 WEEK VARIETIES—Pinch July 27		
PN Ind. Bronze. Medium-large incurved bronze standard. Color at its best during cooler seasons. Same reliable bud set and shipping qualities as other Ind. varieties standard and disbud, Oct. to June 1.....	Nov. 5	
#2 Ind. Bronze. Copper-bronze sport from Ind. Bronze. An all-round color and size improvement. Flowers from Oct. 1 to June 1.....		
	Nov. 5	
P #2 Ind. Dark Bronze. Large dark red-bronze incurved standard.....	Nov. 5	
PN Dk. Ind. Bronze. Deep reddish bronze sport. Same flowering period, etc. as Ind. Bronze.....	Nov. 5	
* Blaze. Larger, deeper colored version of Working Scarlet. Slightly taller than Ind. with stronger, more wiry stem. Recommended Oct. through May.....	Nov. 5	
N Nightingale. Chartreuse green spider. Popular West Coast novelty. Valuable for mid-Sept. through Dec..	Nov. 5	
P Delaware. A #1 bronze pot Mum. Fine, compact free breaking pot plant habit and uniform bud setter. Flowers are large incurved type up to 4 inches		
		disbudded. Will show some center. Will fade considerably at high temperatures but are still usable. Short treatment for year round flowering. .Nov. 8
P Incurved Delaware. Large standard. Tight incurved that holds its form and conceals the open center well past maturity. Recommended for pots the year round, using short treatment.....	Nov. 8	
P Working Scarlet. Large decorative standard. Brilliant scarlet-bronze. Excellent fast disbud Oct. through May .	Nov. 10	
P Br. Princess Anne. A rich amber-bronze sport from Princess Anne. Fast disbud March 1 till Nov. 1.....	Nov. 10	
P Golden Gate. Golden bronze sport from Princess Anne. Fast disbud March 1 till Nov. 1.....	Nov. 10	
Mrs. Roy. Medium-large incurved maroon-bronze, buff reverse. Excellent standard May-June and again Sept.-Jan. 1.....		
	Nov. 13	
N Waikiki. Spider. Red-bronze tube, yellow tips. Oct.-Thanksgiving flowering.....	Nov. 13	
N Garnet King. Medium large, deep crimson-red reflex. Standard Nov. 15-Jan 1.....	Nov. 13	
11 WEEK VARIETIES—Pinch August 3		
Maple Leaves. Large bronze Fujii Mum of Japanese origin. Takes heat well with vigor and strength. Does not show burn. Recommended for year round flowering.....		
	Nov. 15	
Kentucky Bronze. Very large bronze sport from Ind. Pink. Must be grown pinched and finished cool. Natural through Dec. Not for year round programs.....		
	Nov. 15	
Mrs. Eisenhower. Gold Bronze spider, strong stem.....		
	Nov. 18	
PN Balcombe Perfection. Medium-large incurved standard. At its best at normal season (Thanksgiving) but excellent Oct. 15-Jan. 1. Rather short grower, improved by two additional weeks of long days prior to shading. Cool finish improves substance and form.....	Nov. 18	
PN Red Balcombe Perfection. Medium large incurved standard, bright red with copper-bronze reverse. Short variety. Suggest two additional weeks of long days prior to shading. Fine substance and color, especially if finished cool. Excellent for Thanksgiving.....	Nov. 18	

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	<i>Normal Flowering Date</i>	<i>Normal Flowering Date</i>
P Valentine. Large red decorative disbud. Excellent medium-size standard or disbud Oct. 1-May 1 if given one additional week of long days prior to shading. Will initiate and develop buds at 56°.....	Nov. 20	light copper-bronze incurved. Excellent standard Oct. 15-Jan. 1, especially at normal season.....Nov. 25
12 WEEK VARIETIES—Pinch August 10		N #2 Oak Leaf. Tightly incurved sport from Oak Leaf.....Nov. 25
Br. Peter John. Large salmon rust, sport of Peter John.....	Nov. 25	N Br. Shoemith Salmon. Intense bright Beauregard bronze.....Dec. 1
N Gladys Pearson. Medium large,		N* Apricot Shoemith Salmon. Lively bronze sport from Shoemith Salmon similar in color to Copperchip.....Dec. 1

YELLOW POMPONS, DECORATIVES, SINGLES and ANEMONES

*BGA

H—indicates handy varieties.

P—indicates varieties suitable for pot plants.

N—best varieties for fall or natural season flowering.

D—indicates varieties suitable for disbudding.

7 WEEK VARIETIES—Pinch July 7

H **Yel. Supreme.** Bright yellow cushion. Short.....Sept. 28

HP **Yel. Chris. Columbus.** Lemon yellow decorative. Short treatment April 1-June 15 and Sept. 1-Oct. 15. Med. Oct. 1

HP **King Ransom.** Golden Yel. decorative med. pot plant.....Oct. 1

HP **Astoria.** Lemon yellow pompon. Medium treatment. Pot plant April 1-June 15. Med.....Oct. 5

HP **Arlora.** Bright lemon. Med.....Oct. 10

8 WEEK VARIETIES—Pinch July 10

H **Sarasota.** Bright lemon pompon produced on good stems with excellent spray formation, for cutting either under glass or outside throughout the South.....Oct. 15

9 WEEK VARIETIES—Pinch July 20

N **Gold Coast.** Deep lemon formal pompon of medium size. May-June and Sept. 15-Oct. 31. It sets bud easily, produces well, rates only fair in hot weather (petals stick and it produces too many flowers per spray). Suggest disbudding sprays, Tolerates 56°.....Oct. 25

Red Dot. Bright yellow pompon with bronze-red center.....Oct. 25

Happiness. Large golden-yellow single. Reliable at high summer temperatures. Cloth house July 15-Oct. 31; greenhouse May 1-Nov. 1. Tolerates 56°.....Oct. 28

* **Sunbeam.** Intermediate golden yel. daisy. Substance and production

are superior to Happiness, with equal tolerance for high temperature. Flower May through Oct.....Oct. 30

#2 **Yel. Chip.** Typical chip flower. A definite improvement over the original Yellow Chip.....Nov. 1

10 WEEK VARIETIES—Pinch July 27

Yellow Bonnie Jean. Intermediate yellow daisy with intense green eyes. Produces well under a wide range of high and low temperatures. Habit is short and variety benefits from an extra week of long days. Should be flowered May through mid-Nov.....Nov. 7

Goldberg. Golden yellow sport from Yel. Iceberg. Flower is harder, more double and slightly smaller. Spray program April 1-Nov. 15.....Nov. 5

*P **Jackstraw.** Large, deep yellow feathered decorative. Flower does not blow or reflex in any manner. Flower mid-April to mid-Nov.....Nov. 5

Goldtop. Intermediate pompon. Deep lemon yellow. A color improvement over Yellow-Top. The flower is more ball-shaped than Yellowtop and substance is improved...Nov. 5

#2 **Yel. Iceberg.** Deep yellow sport from Yel. Iceberg. This sport displays a small improvement in size and form as well as intensified color over the original Yel. Iceberg.....Nov. 5

N **Yel. Beauregard.** Medium-large, golden yellow pompon. Best in the greenhouse May-Nov., especially at warmer temperatures. Removal of center bud helps overcome tendency to tight spray. Tolerates 56°.....Nov. 5

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DN **Yel. Shasta.** Very attractive lemon yellow anemone. For spring, early summer, and fall. Tolerates 56°.....Nov. 10

Heyday. Medium-large bright yellow pompon. Will initiate and develop its buds well at 56°. Greenhouse program March through June and Oct.-Thanksgiving. Cloth house Aug. through Oct.....Nov. 10

N **Yel. Igloo.** Medium-large deep yellow pompon. Sport of Illini Igloo; same habit and temperature tolerance. Spray pompon April 15-Nov. 15. Cloth house Mid-July through Oct.....Nov. 10

Golden Shasta. Large deep golden yellow anemone. Sport of Yel. Shasta, exceptional color retention qualities. Useful when Yel. Shasta fades.....Nov. 10

*P **Scepter.** Large decorative. Deep golden-yellow. Will tinge golden-bronze with low temperature finish. Ideally suited for small sized pots as well as the six-inch pot, April 1, through Dec. Medium treatment....Nov. 10

Yel. Illini Snowdrift. Intense yellow. Slightly less vigorous during marginal light periods, but equally as good during its recommended period. Natural greenhouse spray program from May through mid-Nov.....Nov. 12

11 WEEK VARIETIES—Pinch August 3

* **Etude.** Large semi-formal pompon. A rich yellow. Performs well in either the regular or fast spray schedules from March through May and mid-Sept. through Nov. Durable for cloth house use.....Nov. 15

Yel. Taffeta. Medium lemon-yellow. Depth of color varies slightly with light intensity. Spray programs from March to May 15 and from mid-Sept. through Nov.....Nov. 15

* **Shane.** Intermediate to large anemone. Deep golden-yellow. Shane is an excellent answer for a late fall and spring dark yellow Shasta.....Nov. 15

ND **Yel. L. I. Beauty.** Large lemon anemone. Tolerates 56°.....Nov. 20

N **Yel. Highbrow.** Medium golden-yellow pompon. Requires 60° for initiation. Excellent production. Spray pompon mid-Sept. through Dec. Cloth house mid-Sept. to Oct.....Nov. 20

N **Lollipop.** Lemon-yellow pompon. Formal, round and hard. Good production. Greenhouse crop, March through April and mid-Sept. through

Normal
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Dec. Cloth house mid-Sept. to Oct. and Florida winter crop.....Nov. 20

Sultan. Large formal decorative. Golden-yellow to amber at low temperatures. March-April and Sept.-Nov.....Nov. 23

Yel. Paramount. Large informal yellow pompon. One of many varieties, the growth and breaking of which is improved when these cuttings are used.....Nov. 23

12 WEEK VARIETIES—Pinch August 10

* **Borealis.** Intermediate deep yellow decorative. Stems are strong and clean, and growth habit is of medium height. Flowers Nov. through mid-Feb.....Nov. 25

N **Sunnyside.** Medium-large deep lemon pompon. Fine Thanksgiving variety.....Nov. 25

N **Goldsmith.** Large golden-yellow decorative. Spray pompon mid-Oct. to Dec. 1 Requires 60° for initiation. Cloth house Oct. only.....Nov. 25

Highlander. Medium-large intense yellow decorative. Spray pompon mid-Oct. through Dec.....Nov. 25

ND **Yel. Valencia.** A sport formerly known as Golden Jane. Spray pompon Nov. 15 Dec.....Nov. 28

N **Yel. Galaxy.** Deep lemon-yellow. Fine for fall, winter and early spring...Dec. 1

13 WEEK VARIETIES—Pinch August 17

* **Kingpin.** Intermediate deep yellow, formal pompon. The best answer to date for a Yellow Icecap. Flower mid-Nov. through March.....Dec. 5

Golden Acclaim. Medium-large golden-yellow pompon. Deeper, more intense color than Yel. Acclaim. Tolerates cool 60° well. Spray programs Nov. 15-March 15.....Dec. 5

Coronation. Medium to large, intense golden-yellow pompon. Improved by removal of center bud. Will initiate and develop buds at 56°. Greenhouse spray program Nov. 15-March 15.....Dec. 5

N **Corsair.** Medium-large, golden-yellow pompon. Spray programs Nov. 15-March 15. Warm 60° for late Jan. and Feb. flowering.....Dec. 12

14 WEEK VARIETIES—Pinch August 24

N **Yel. Garza.** Medium-large anemone. Lemon.....Dec. 15

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	Normal Flowering Date
N Vibrant. Medium-large, deep lemon decorative. Spray program Dec.	Dec. 20
N Golden Elegance. Medium-large lemon-yellow decorative. Very responsive and development. Matures naturally for Christmas. Spray pro-	

	Normal Flowering Date
gram Dec. 1-Jan. 1, but too short and lacking in vigor for Jan.-Feb.	Dec. 20

15 WEEK VARIETIES—Pinch August 31

Yel. Revelation. Medium pompon, good producer. Lemon-yellow.	Dec. 25
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WHITE POMPONS, DECORATIVES, SINGLES AND ANEMONES

7 WEEK VARIETIES—Pinch July 7

HP Ostosa. Paper-white pompon. Early and free flowering. Short.	Sept. 25
HP Martin's White. Interm. pure white.	Oct. 5
HP Chris. Columbus. Cream decorative. Spring flowering in pots April 1-June 15, and fine in pots Sept. 1-Oct. 15. Short treatment Tall.	Oct. 5

8 WEEK VARIETIES—Pinch July 13

N Pristine. Medium-large, pure white pompon. Excellent in the greenhouse from May through Oct. Heavily used in the cloth house and in the winter crop in Florida. Suggest disspray.	Oct. 20
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9 WEEK VARIETIES—Pinch July 20

P* Quicksilver. Large decorative. Pure white. More durable, uniform and prolific than Wilson's White and at least a week earlier than Oregon. Pinched program March 1 to Nov. 1, medium treatment.	Oct. 25
* Alabaster. Pure white intermediate daisy. Good substance with tight green discs and very little pollen. Good shipper. Recommended for May through Oct.	Oct. 25
N Wh. Popcorn. White sport of Popcorn. Both of the Popcorn varieties are very heavy producer. Fine for greenhouse early May through Oct., also cloth house and at normal date. No trace of pink in Wh. Popcorn at low temperatures.	Oct. 25
White Keepsake. Medium-large, ivory white pompon selected from Keepsake. Like Wh. Popcorn it is devoid of pink tinges at low temperatures. At high temperature finish more ivory than Keepsake. Will tolerate 56°	Oct. 25
N Pinocchio. A pure white, tiny button-type flower. Flower this variety May through Oct.	Oct. 25
N Alaska. Medium-large white anemone with white cushion. Pure white, very heavy producer, and excellent	

in the late summer greenhouse (June 1-Oct. 31). Cloth house (July 15-Oct. 31) Nov. 1

Thistledown. Medium to small, novel clear white decorative pompon. An improved Snowdrift flower. Wider sprays. Natural spray programs from May through Oct. Nov. 1

*PD **Snowclad.** Medium paper-white disbud. Of Portrait size. Recommended to flower Mar. 1 to Nov. 1, medium treatment. Nov. 1

#2 **Whitechip.** Intermediate white decorative. Shows better color clarity than Whitechip. Will tinge pink some when finished very cool. Use to flower mid-May through mid-Oct. Nov. 1

10 WEEK VARIETIES—Pinch July 27

* Hurricane. Intermediate white decorative pompon. Has never shown sensitivity to pythium or rhizoctonia. Will not pink with cool finish. April through mid-Nov.	Nov. 5
* Ping pong. Small formal pompon. Clear white. Very hard round and durable flowers that do not shatter. Recommended to flower mid-April through mid-Nov.	Nov. 5
Bonnie Jean. Intermediate white daisy with fine green eyes. Good tolerance to both high and low temperatures. Uniform response, cuts and fast disbuds. Productive but short in the spring. Excellent May through mid-Nov.	Nov. 5
ND Iceberg. Large white pompon. Iceberg is one of the top white poms for greenhouse, cloth house and Florida production. Tall, vigorous growth. A heavy producer. Recommended as a spray pompon April to late Nov. and cloth house Aug. 1-Oct. 31.	Nov. 5
Sup. Wh. Top. White Top sport, increase in size.	Nov. 5
Whiterion. Clear white sport of Criterion. Requires 60° or above to finish. Will pink at low temperatures. Flower May-June and Sept. 15 to Nov. 15.	Nov. 8

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*Normal
Flowering Date*

* **Cyclone.** Pure White. New formal summer pompon. Nov. 8

* **Cloudburst.** Large, pure white decorative. Soft, but ships and takes water well. No pink tinging has been observed. Mid-April through mid-Nov. Nov. 10

N **Illini Igloo.** Intermediate ivory-white pomp. Igloo is a tight, rather small formal pompon. It's durable—a good shipper. Tolerates 56°. Used in greenhouse from April 1 through Nov., and under cloth. Nov. 10

ND **Shasta #2.** A white anemone with creamy-yellow center. It is excellent in the greenhouse from late April through its normal flowering date. It is equally fine in the cloth house from early Aug. through early Oct. It is susceptible to verticillium. Nov. 10

*N **Dawn Star.** Intermediate pure white, hard, formal pompon. Production is high. Excellent low and high temperature tolerance. Recommended to flower from mid-April to mid-Nov. Nov. 10

P **Starburst.** Pure white feathered decorative. Prolific and responsively uniform. Recommended to flower mid-April through mid-Nov. Nov. 10

11 WEEK VARIETIES—Pinch August 3

Wh. Taffeta. Pure white. Fine late cloth house pompon. Greenhouse March 1 to mid-May and early fall. Best of Taffeta group. Nov. 15

* **Jupiter.** Large decorative pure white. Of Iceberg size and Belray color clarity. Temperature tolerance of Iceberg. Greenhouse and cloth house. Nov. 20

N **Highbrow.** Ivory-white decorative pompon. Very productive. Greenhouse programs mid-Sept. to Dec. Nov. 20

ND **L. I. Beauty.** Large anemone. Yellow cushion. Disspray. Late Nov. Tolerates 56°. Nov. 20

N **Paramount.** Medium-large ivory-white formal pompon. Greenhouse flowering from Oct. through Dec. Good for late cloth house. Not recommended to pinched crop. Nov. 23

12 WEEK VARIETIES—Pinch August 10

Silvercrest. Small white formal pompon. Sprays Oct. 15–Dec. 31 and cloth house mid-Sept.–Nov. 1. Nov. 25

ND **White Valencia.** Giant, showy (5 to 6 inches) daisy. At their best flow-

*Normal
Flowering Date*

ered normal season, 60° till bud set, then finished cool with good light and generous spacing. Nov. 28

Fortune. Formal white pompon. Sprays Nov. 1–Jan. 1; Cloth house Oct. Dec. 1

13 WEEK VARIETIES—Pinch August 17

N **Acclaim.** Large formal white with slight cream cast. It is excellent under glass from Nov. 15 through March. Sets buds well even at marginal temperature. Dec. 5

* **Snowstorm.** White decorative pompon of medium size. Recommended in greenhouse spray programs from Dec. 1 through mid-March. Disspray. Fully tolerant to cool 60° environment. Dec. 5

* **Iceflo.** Intermediate white pompon. An enlarged version of Icecap. Recommended to flower Dec. through mid-March. Dec. 10

Ice cap. Medium-large chalk-white formal pompon. Very vigorous, productive. No pinking. Will initiate and develop at 56°, although equally valuable at 60°. Greenhouse programs Nov.–March. Dec. 10

Snowcrest. Small pompon. Distinctive green eye. Uniform and reliable in 60° crops. Spray pompons, Dec. 1–March 15. Dec. 13

* **Icebreaker.** Clear chalk-white decorative. A very productive and sharply responsive variety that lights well. Flowers Dec. through mid-March. . . . Dec. 13

14 WEEK VARIETIES—Pinch August 24

N **Silversmith.** White decorative. Will set bud and develop best at 60°. Given correct temperatures, will produce up to one bunch per foot in winter, used late Dec–March 1. Remove center bud. Dec. 15

N **Trenton.** Good form and substance. A medium large pompon for natural flowering. Dec. 15

N **Elegance.** Medium-large white decorative. Excellent for Dec.–early Jan. period. Flowers naturally for Christmas. Tends to become too short and clubby in late Jan. and Feb. Dec. 20

15 WEEK VARIETIES—Pinch August 31

N **Revelation.** A medium-large decorative white. Fine for late Dec.–Jan. normal crop. Must be held at 50° or at

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	Normal Flowering Date	Normal Flowering Date
the most 55° after buds appear or it will stall. Can be held easily for the early Jan. market without lights.	Dec. 25	
N Illini Snowbound. Large informal white decorative with cream center.		

PINK POMPONS, DECORATIVE, SINGLES AND ANEMONES

7 WEEK VARIETIES—Pinch July 7			10 WEEK VARIETIES—Pinch July 27		
PH Minnpink. Rose-pink cushion. Responds well for 3 or 6 inch spring pot culture. Short.	Sept. 25		*PD Mermaid. Medium lavender-pink with an intense tone on tone center contrast. A year round pot variety, short treatment. High temperature color retention of Blue Ribbon.	Nov. 5	
PH Purple Cushion. Sport of Cecelia. Med.	Sept. 25		Delight. Medium-large pink daisy. Productive, durable, striking color. Spray pompons, April–June and mid-Sept. to mid-Nov. Cloth house mid-July to Oct.	Nov. 5	
PH Joybringer. Salmon-pink pompon. Med.	Oct. 10		Profile. Large pompon. A lively pink shade between that of Portrait and Dk. Portrait. Spray programs from March through Nov. 15. Summer color is best with some shade protection.	Nov. 8	
8 WEEK VARIETIES—Pinch July 13			Scintillation. Medium-large deep pink pompon. Flower mid-Sept. to mid-Nov. Requires 60° bud initiation.	Nov. 10	
HPN Accolade. Intermediate decorative. Close to true Carnation Pink. An ideal outdoor, natural cutting variety. Pinched crops are preferred.	Oct. 15		P Humdinger. Bright luminous violet-purple, formal pompon. Color tends to lighten at high temperatures. Given medium treatment, used from March 1 through Dec. Many growers use 6 cuttings per 6 inch pot due to some tendency to shy breaking.	Nov. 10	
Carolyn Yosick. Medium lavender pink. Cloth house and regular.	Oct. 20		N Bonnie. Med.-large pink pompon. Spray crops April 1–June 30 and mid-Sept. to Nov. 15. Cloth house July 15–Oct. Tolerates 56°.	Nov. 10	
9 WEEK VARIETIES—Pinch July 20			N Masterpiece. Lavender-pink formal. Excellent for April 1 through May and again from Sept. 15 till normal date under glass. Colors will fade rapidly in heat. Tolerates 56°.	Nov. 12	
Pink Dot. Small button pompon. Light pink with a dark pink eye. Use limited to periods of high light.	Oct. 25		11 WEEK VARIETIES—Pinch August 3		
N Pinkette. Small dark pink pompon. Tolerates 56°. Greenhouse May 1–Oct.	Oct. 25		N Taffeta. A two-tone pink pompon. Greenhouse program March–April and mid-Sept. through Nov. Cloth house mid-Sept. to Oct. Best with cool finish.	Nov. 15	
Darkchip. Deep pink decorative. Summer Bluechip.	Nov. 1		P Cristal. (Pat.) Pink incurve. Short treatment pots.	Nov. 17	
N Pearl Chip. Luminous shell-pink sport from Bluechip.	Nov. 1		N Almega. Large silvery-pink pompon. Form, color and substance excellent. Greenhouse program mid-Sept. to mid-Dec. and March through April. Cloth house Sept. 15–Oct.	Nov. 20	
Salmon Chip. Intermediate to large decorative pompon. Salmon-pink sport of Blue Chip with identical response.	Nov. 1				
Rose Chip. Intermediate to large decorative pompon. A pleasing rose sport of Blue Chip. Same response as parent.	Nov. 1				
N Pinkchip. Medium-large decorative. Color resists fading. Color difference is noted when finished at 60° or less.	Nov. 1				
#2 Blue Chip. Pink decorative pompon. Intermediate to large in size. "Chips" cuttings give the Northern grower a distinct advantage during Spring flowering. As many as two weeks reduction in growing time required has been reported. There is a difference.	Nov. 1				
Cherrychip. Rose-pink sport from Bluechip. Same vigorous growth and production. May through mid-Nov.	Nov. 1				

PLAN EARLY FOR 1963 TO HELP YOU SAVE AND HELP US PLAN

	<i>Normal Flowering Date</i>	<i>Normal Flowering Date</i>
D Pink L. I. Beauty. Large anemone light lavender.....	Nov. 20	Fine vigor and strong stems. Uniform response in cool 60° units. Disspray... Dec. 1
PD Venoya. Large lavender-pink anemone disbud. Fast and regular programs, Oct. through April. Color retention requires cool 60° finishes.....	Nov. 22	
12 WEEK VARIETIES—Pinch August 10		
* Hi Fi. Medium to large pink decorative. Cloth house and greenhouse.....	Nov. 25	
D Delmar. Medium pompon. Light lavender-pink. Spray pompons late Oct. to late April. Cloth house Oct. only.....	Nov. 25	
* Legend. Intermediate formal pompon. True lavender-pink. Response is uniform all winter through April. It is hard, durable. Ships well.....	Nov. 25	
N Dk. Valencia. Large lavender-pink daisy. Greenhouse mid-Nov. through Dec.....	Nov. 28	
N Valencia. Large light lavender-pink daisy. Spray mid-November through Dec.....	Nov. 28	
* Prom. Intermediate pompon. Smooth, intensified Delmar pink.		
13 WEEK VARIETIES—Pinch August 17		
N Debutante. Medium-large pink daisy. Best at lower temperature finish, but very satisfactory for the Dec. through early March part of the year round greenhouse program. Tolerates 56° but fine in cool 60° units.....	Dec. 10	
N Minstrel. Medium-large lavender-pink pompon. Spray pompon Nov. through Dec.....	Dec. 13	
14 WEEK VARIETIES—Pinch August 24		
Alvoda. Large smooth Portrait-pink decorative. One of the best for the late spray programs Nov. 15–March 15. Cool 60° gives best results. Tolerant of 56°.....	Dec. 15	
N Lynda McLane. A late pink pompon with a habit that does not produce blind growth and a color that is highly acceptable. For late natural crops.....	Dec. 25	

BRONZE & RED POMPONS, DECORATIVES, SINGLES AND ANEMONES

7 WEEK VARIETIES—Pinch July 7		
H Minnbronze. A deep bronze sport of Minn-pink.....	Sept. 25	
HP Lipstick. Ruby-orange cushion. Outstanding pot plant and garden variety. Short.....	Oct. 5	
8 WEEK VARIETIES—Pinch July 10		
NDHP Calumet. Apricot-bronze pompon of superior flower quality for cut flowers. Fine for spring crops in the greenhouse and early cloth house. Tolerates 56°.....	Oct. 15	
H Cheyenne. Large bright-red decorative. Excellent for no light, no shade May pots.....	Oct. 15	
9 WEEK VARIETIES—Pinch July 20		
Bronze Chip. Decorative pompon, intermediate to large in size. Orange-bronze.....	Nov. 1	
Peach Chip. Intermediate decorative, bright peach-pink. Has all the vigor and temperature tolerance of Bluechip. Recommended May–June and Sept. 15–Nov. 15.....	Nov. 1	
Copperchip. Clear, bright amber-bronze. More resistant to high temperature fading and dulling of color. Use May through mid-Nov.....	Nov. 1	
*N Tanfastic. Intermediate deep bronze pompon. Tolerant of low temperature. Recommended for May thru mid-Nov. Greenhouse and cloth house crops.....	Nov. 1	
10 WEEK VARIETIES—Pinch July 27		
Dk. Beauregard. Medium-large pompon. Better high temperature color retention. Tolerates 56°. Greenhouse May to mid-Nov. Cloth house, July 15–Oct.....	Nov. 5	
N Rubicon. Medium-large, red-bronze decorative pompon. Used May–June and Sept. 15–Nov. 15 in the greenhouse. It is also fine under cloth from early Sept. on.....	Nov. 5	
N Beauregard. A reddish-orange pompon. Excellent May 1 to Nov. 15. Fine cloth house variety mid-July to Oct. Tolerant of 56°.....	Nov. 5	
Dillon Beauregard. Intermediate pompon. Intense reddish-bronze. Consistently dependable for a bronze from May 1 to Nov. 15.....	Nov. 5	
Red Beauregard. Intermediate red-orange pompon. A sport of Beauregard which strengthens the color.....	Nov. 5	
Br. Delight. Intermediate brick-red-bronze daisy. Recommended		

PLAN EARLY FOR 1963 TO HELP YOU SAVE AND HELP US PLAN

	Normal Flowering Date		Normal Flowering Date
flowering period April 1 to June 15 and from mid-Sept. to mid-Nov.....	Nov. 5	temperature during bud develop- ment. Spray program mid-Sept. to Dec. Cloth house mid-Sept. to Oct..	Nov. 23
* Tuneful. Intense orange-bronze intermediate daisy. Good shipper. Use May through mid-June and Oct. through mid-Nov.....	Nov. 5	12 WEEK VARIETIES—Pinch August 10	
P Copperhead. A large, coppery bronze decorative. Spray pompon mid-fall and spring.....	Nov. 10	ND Br. Goldsmith. Large amber-bronze decorative. Spray Oct. 15–Nov. Re- quires 60° for initiation.....	Nov. 25
* Wizard. Intermediate pompon. Orange-bronze. Tolerates summer high temperatures and retains its vivid orange coloration. Fine for greenhouse or cloth house.....	Nov. 10	ND Apricot Valencia. Large apricot- bronze daisy. Spray pompon mid- Nov. through Dec.....	Nov. 28
P Red Humdinger. Burgundy-red. Color retention is good. Flower April 15 to June 15 and Sept. 15 to Nov. 15. Tolerates 56°.....	Nov. 11	N Galaxy. Medium-large bright orange single. Spray pompon Oct.- April.....	Dec. 1
Br. Masterpiece. Medium-large pompon. Tolerates 56°. Spray pom- pon, April 1–May and mid-Sept. to mid-Nov.....	Nov. 12	CrackerJack. Medium large daisy. Warm reddish-bronze. Vigorous and productive, performing well in fast and regular spray programs Oct. 15– May 1.....	Dec. 1
11 WEEK VARIETIES—Pinch August 3		13 WEEK VARIETIES—Pinch August 17	
N Beauregard Supreme. Tolerates high temperatures well. Very good late cloth house variety Sept.–Oct. greenhouse March through May and Sept. 15 to Dec. 1.....	Nov. 15	N Christmas Star. Medium-large red single. Spray pompon Nov. 15 through Dec.....	Dec. 12
Ranger. Medium-large, true orange pompon. Tolerant of high temperature bud development. Good cloth house variety. Recommended in the greenhouse March 1 to June 1 and mid-Sept. to Thanksgiving. Cloth house Sept.–Oct.....	Nov. 15	Red Minstrel Crimson-red. Spray pompon mid-Nov. through Dec.....	Dec. 13
N Thelma. Brilliant orange-scarlet pompon. Greenhouse program March- April and mid-Sept. to Thanksgiving. Excellent under cloth Sept.–Oct.....	Nov. 20	14 WEEK VARIETIES—Pinch August 24	
N Olnura. Large apricot-buff anem- one. Valencia size. Disbudded spray March–April and mid-Sept. through Dec.....	Nov. 22	Br. Alvoda. Large decorative. Bright amber-bronze. Alvoda and its sports require 56° of less for best bud and color development. Warm 60° units make for uneven, poorly de- veloped and faded crops. Will tol- erate 56° for bud initiation. Recom- mended disspray.....	Dec. 15
N Rubaiyat. Velvety-red, medium size formal pomp. Slowed by high		N Christmas Greeting. Large red decorative. Fine for Christmas. Spray pompon Nov. 15–Dec.....	Dec. 15
		N Merrymaker. Medium-large red daisy. Spray pompon Dec.–Feb.....	Dec. 20
		N Poinsettia. Large scarlet-red daisy. Tall spray pompon Dec. only.....	Dec. 20

PLAN EARLY FOR 1963 TO HELP YOU SAVE AND HELP US PLAN

GARDEN (HARDY) VARIETIES

P—Varieties suitable for pots.
D—better when disbudded.

YELLOW

	<i>Normal Flowering Date</i>		<i>Normal Flowering Date</i>
P Yel. Supreme. Bright yellow cushion. Short.....	Sept. 28	P Astoria. Lemon yellow pompon. Medium treatment. Pot plant April 1-June 15. Med.....	Oct. 5
D Ruby Breithaupt. Primrose yellow decorative. Med.....	Oct. 1	P Arlora. Bright lemon. Med.....	Oct. 10
P King's Ransom. Golden-yellow decorative. Spring and fall garden pot. Med.....	Oct. 1	DP Sarasota. Bright lemon pompon. Med.....	Oct. 15
P Yel. Chris. Columbus. Lemon yellow decorative. Short treatment April 1-June 15 and Sept. 1-Oct. 15 Med..	Oct. 1		

WHITE

P Ostosa. Paper-white pompon. Early and very free flowering. Short.....	Sept. 25	D Martin's White. Large decorative white pompon.....	Oct. 1
P Chris. Columbus. Cream decorative. Spring flowering in pots April 1-June 15, and fine in pots Sept. 1-Oct. 15. Short treatment. Tall.....	Oct. 1	P Lyric. Small single. Good as 3 inch pot plant. Short.....	Oct. 5

PINK

P Minnpink. Rose-pink cushion. Responds well for 3 or 6 inch spring pot culture. Short.....	Sept. 25	P Spellbound. Lavender-pink decorative pompon. Garden variety for spring no light, no shade flowering. Med.....	Oct. 1
Purple Cushion. Sport of Cecelia. Med.....	Sept. 25	P Joybringer. Salmon-rose pompon. Short.....	Oct. 10
D Stern's Pink. Large light pink good for cut.....	Sept. 30	Accolade. Pink Decorative. Med..	Oct. 15
D Stylish. Large cactus decorative old rose, very shapely.....	Sept. 30		

BRONZE AND RED

P Ruby Mound. A fine new red cushion that rivals Lipstick when grown as a spring pot plant. Flowers resist fading.....	Sept. 22	P Lipstick. Ruby-orange cushion. Outstanding pot plant and garden variety. Short.....	Oct. 5
Minnbronze. A deep bronze sport of Minnpink.....	Sept. 25	D Fred Stone. Large semi incurved velvety red.....	Oct. 10
D Ruth Scott. Semi-incurved golden bronze decorative. Tall.....	Sept. 28	D Amber Bright. Large golden bronze incurved garden as cut flower. Excellent for early greenhouse.....	Oct. 15
P Cheyenne. Large bright-red decorative. Excellent for no light, no shade., May pots	Oct. 1	PD Calumet. Apricot-bronze pompon. Tolerates 56°. Med.....	Oct. 15

EASTER—MOTHER'S DAY AND MEMORIAL DAY

There is an excellent demand for Hardy mum pots. Be sure to try some. Pot Plant Schedule on page 6.



100-100-100
100-100-100
100-100-100